CLUB
SPORTS
BRAND
STANDARDS

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PROTECTING THE BRAND

As a representative of Purdue University Fort Wayne, your role is to protect the value of the university's brand and honor the foundation upon which it is built by communicating a clear and consistent brand message.

These brand standards provide instruction on the visual, verbal, and written articulation of the Purdue Fort Wayne Club Sports brand. It is essential that all users adhere to these standards for all prospective brand-development initiatives. Correct application is crucial to helping Purdue Fort Wayne carve out a unique, relevant, and ownable position within the Club Sports landscape.

Purdue Fort Wayne owns and controls its names, marks, logos, colors, insignias, seals, designs, commercially used depictions of campus buildings and landmarks, and symbols that have become commonly associated with the university.

Purdue Fort Wayne and its trademarks and licensing staff have been entrusted by the Purdue University Board of Trustees to manage all United States Patent and Trademark Office–registered and iconic marks of the university that are utilized by both internal and external stakeholders, including licensed product providers.

All newly created design artwork that incorporates use of the Purdue Fort Wayne marks must comply with the current brand standards and the university's trademarks and licensing policies.

Approval Procedure

All applications of the Purdue Fort Wayne Club Sports brand must receive written approval from the appropriate following contact. This includes development of new logos and fonts, all forms of advertising and marketing, event collateral, merchandise, web and social applications, audio branding elements, photography, and video.

Purdue Fort Wayne reserves the right to deny any request found not to be in line with the standards listed in this document. If you are unsure of how to apply these standards to your project, please reach out to the appropriate contact as early in the process as possible to ensure timely completion and approval. Such situations will be reviewed on a case-by-case basis, and Purdue Fort Wayne retains final decision-making authority. Our goal is to meet the needs of our marketing partners while maintaining the basic uniformity upon which a successful brand-identity program is based.

When using official elements and logos, please request original digital assets from Purdue Fort Wayne. Do not alter official elements or logos.

Marketing Services
- New logo development
- Use of new fonts
- Trademarks and licensing
- Additional brand questions

File Usage

Always follow brand standards when using the marks found in this brand book.

SUPPLIED FILE FORMATS

- AI, EPS: resolution-independent vector files used for logos, icons, and other line art
- PNG, JPEG: compressed-image files for web or Microsoft Office applications
  PNGs allow transparency

FORMATS BY USAGE

Be sure to use the appropriate file format for the situation.

- Print: AI, EPS (CMYK)
- On screen, broadcast, internet, PowerPoint: PNG, JPEG (RGB)

Any questions about file format selection should be directed to Marketing Services.

Additional Standards

Club Sports marks can be used on student recruitment pieces or materials promoting club teams and events. They should not be used on formal correspondence to students or communications of a serious or legal nature.

Purdue Fort Wayne must be present and highly visible on Club Sports uniforms that use the word the icon.

Our Club Sports identity should never be expressed in any of the following ways:
- Fort Wayne
- Purdue Mastodons
- Fort Wayne Mastodons
- Fort Wayne Basketball (or any other athletics team)
- Purdue Fort Wayne Mastodons
- PFW Mastodons

Please note that University Athletics operates separately and maintains its own brand standards. For more information, visit *gomastodons.com/brand*.
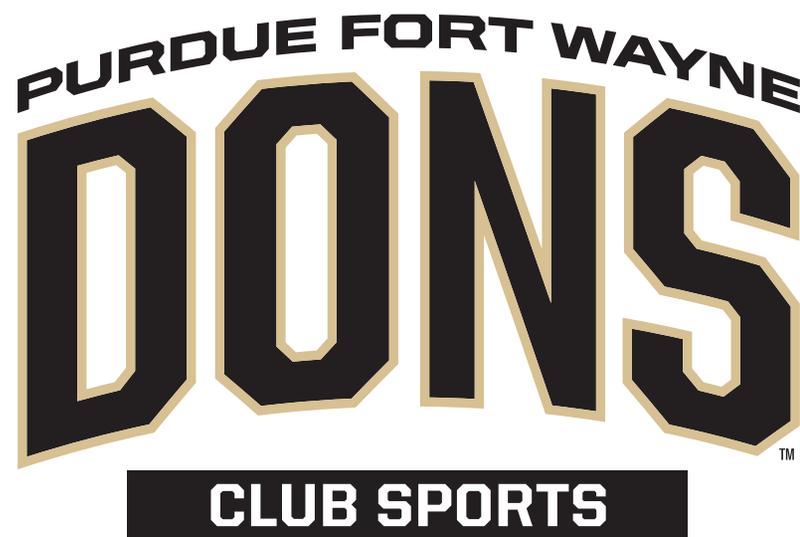
CLUB
SPORTS

BRAND
IDENTITY

Primary Mark

The primary mark shown here should always be the first choice for branding on uniforms, merchandise, apparel, and designs related to Club Sports.

The primary mark is restricted to Club Sports only and in no instances can replace the university or athletics logo.

The primary mark color breakdown is shown to the right.

	COLORS	PANTONE	HEX	RGB	THREAD	CMYK
●	Golden	Coated: 7502C Uncoated: 7502U	CFB991	207 185 145	Madeira: 1084 Polyneon: 1684	Coated: 13 20 45 3 Uncoated: 13 22 50 5
●	Black	Process Black	000000	0 0 0	Madeira: Black Polyneon: Black	K: 100
○	White	White	FFFFFF	255 255 255	Madeira: White Polyneon: White	

Primary Mark

The primary mark is shown on light and dark backgrounds to the right.

The single-color configurations at the bottom of the page can be used in applications where full color may be problematic for production.

Because of legibility issues, we do not recommend using the unfilled primary mark on a textured background. See page 11 for minimum size requirements.
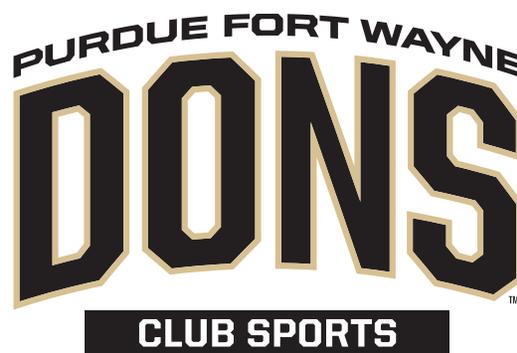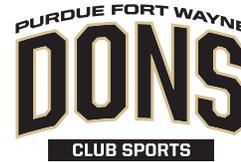
Proper Logo Usage

The appropriate version of the logo is determined by the background on which it appears. One-color versions of our marks should be used only when printing restrictions demand it.
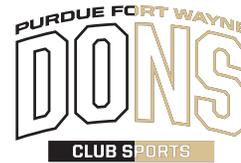
Standard/Default

Take care in using this mark on light backgrounds, balancing legibility and scale to ensure the best reproduction.

One-Color

(Golden, Black, or White)
Performs well at a variety of sizes and on a range of backgrounds.

Practices to Avoid

Use careful consideration when placing the logo over specific background colors and images, making sure to always protect the legibility and integrity of the logo. For example, the logo should never appear on blue or red backgrounds.

Proper Logo Usage

It's important that the logo remains prominent and legible, so keep these parameters in mind.

Prominent locations include: chest, back, or sleeve.

Clear Space

The logo should never feel like it's crowded or competing for attention. That's why we always surround it with ample clear space. This space, measured using the X height, extending around the entire perimeter of the logo.

Minimum Size

To ensure legibility, follow the limits below. When the logo is reproduced any smaller than these sizes, it becomes difficult to read.

1 inch

Maximum Size

There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.

Proper Logo Usage
Avoid these pitfalls when using the logo.

DON'T skew, stretch, or bend the logo in any way.

DON'T rotate the logo.

DON'T use drop shadows or other visual effects.

DON'T use any colors other than those specified in this document.

DON'T crop the logo.

DON'T use current athletic logos

Sport-Specific Primary Mark

Examples of the sport-specific primary mark—full-color and single-color versions on light and dark backgrounds—are shown to the right.

These versions of sport-specific primary mark can be used to officially communicate our specific Club Sports teams on apparel and for specific promotions, including camps and giveaways.

Icon

The icon may only be used for warmups and fan gear, and must not appear on official jerseys. The icon must be used in conjunction with the Primary Mark. The icon cannot be used on its own.

The icon color breakdown is shown to the right.

COLORS	PANTONE	HEX	RGB	THREAD	CMYK
Golden	Coated: 7502C Uncoated: 7502U	CFB991	207 185 145	Madeira: 1084 Polyneon: 1684	Coated: 13 20 45 3 Uncoated: 13 22 50 5
Black	Process Black	000000	0 0 0	Madeira: Black Polyneon: Black	K: 100
White	White	FFFFFF	255 255 255	Madeira: White Polyneon: White	
Athletic Light Gray	Coated: Cool Grey 3C Uncoated: Cool Grey 3U	C8C9C7	200 201 199	Madeira: 1086 Polyneon: 1686	K: 20

Icon

Examples of the icon—full-color and single-color versions on light and dark backgrounds—are shown to the right.
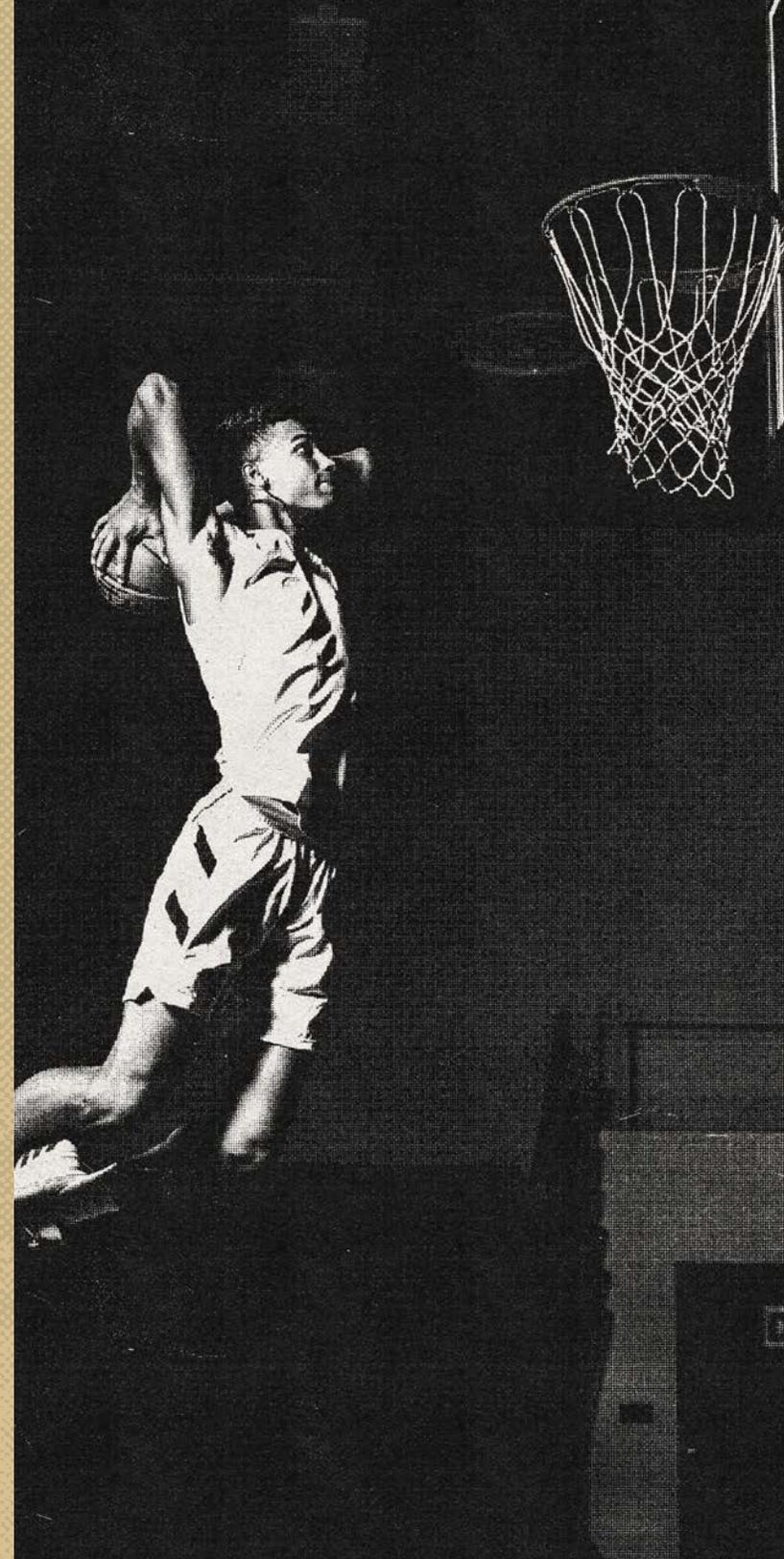
The icon may only be used for warmups and fan gear, and must not appear on official jerseys. The icon must be used in conjunction with the Primary Mark. The icon cannot be used on its own.
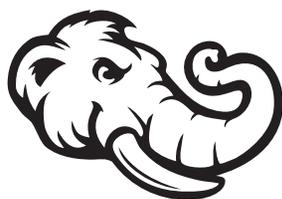
CLUB SPORTS

BRAND DESIGN TOOLS

Color Palette

The primary palette is anchored by Black and White and supported by our primary accent color, Golden. These colors identify our university and should be the most prominent ones used in any piece.

Golden
Pantone 7502 C

cmyk	13 20 45 3
rgb	207 185 145
hex	CFB991

Madeira	1084
Polyneon	1684

Coated Paper

When printing on most coated stocks (matte, dull, and silk finishes), on specially treated uncoated paper, or on UV presses, use the Pantone spot color or the CMYK formula specified here.

Pantone 7502 U

cmyk	13 22 50 5

Uncoated Paper

When printing on most uncoated stocks, we adjust the spot color and CMYK formula of the color palette to achieve the best results. Use the formula specified here.

Black

cmyk	0 0 0 100
rgb	0 0 0
hex	000000

Madeira	Black
Polyneon	Black

White

cmyk	0 0 0 0
rgb	255 255 255
hex	FFFFFF

Madeira	White
Polyneon	White

White Space

White is an indispensable color. Rather than viewing white space as a blank area, see it as a break. Don't rush to fill it, as it can focus attention on what is there, rather than drawing attention to what isn't. Always balance color, typography, and graphic elements with white space.

Color Palette: Grays

The primary palette is accompanied by the shades of gray shown to the right. These colors should be secondary to our primary colors of Black, White, and Golden.

Athletic Light Gray
Pantone Cool Grey 3C

cmyk	0 0 0 20
rgb	200 201 199
hex	C8C9C7

Madeira	1086
Polyneon	1686

Coated Paper

When printing on most coated stocks (matte, dull, and silk finishes), on specially treated uncoated paper, or on UV presses, use the Pantone spot color or the CMYK formula specified here.

Athletic Medium Gray
Pantone Cool Grey 8C

cmyk	0 0 0 50
rgb	136 139 141
hex	888B8D

Madeira	1118
Polyneon	1918

Storm

Pantone Cool Grey 9C

cmyk	50 40 34 17
rgb	111 114 123
hex	6F727B

Madeira	1288
Polyneon	1689

United Sans

United Sans is a display font, appropriate for brief callouts, factoids, and numerals, and for adding special emphasis. Its appeal comes from its rigid, engineered structure and striking character.

Aa

CONDENSED LIGHT
CONDENSED MEDIUM
CONDENSED BOLD
CONDENSED HEAVY
REGULAR LIGHT
REGULAR MEDIUM
REGULAR BOLD
REGULAR HEAVY
EXTENDED LIGHT
EXTENDED MEDIUM
EXTENDED BOLD
EXTENDED HEAVY

CHARACTERS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Acumin Pro

Acumin Pro is a sans-serif font that works well for large, expressive headlines, as well as subheads, callouts, and even body copy. The typeface has a modern but friendly appeal and is the workhorse of our brand, thanks to its many weights and widths.

Aa

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Alternate System Fonts

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations, and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

Impact is the acceptable substitute for United Sans.

Brand Fonts	Substitute Fonts
CONDENSED HEAVY REGULAR HEAVY EXTENDED HEAVY	IMPACT REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!.,

Franklin Gothic is the acceptable substitute for Acumin Pro.

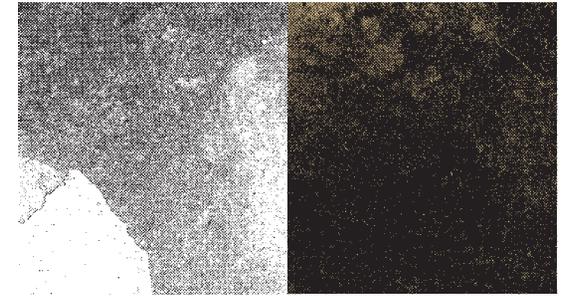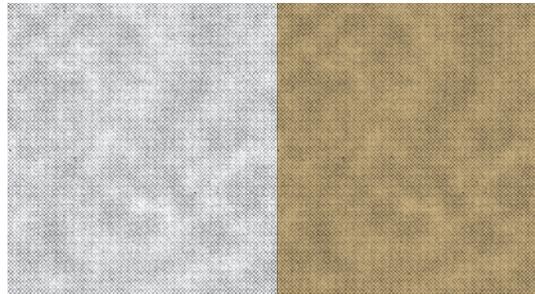| Brand Fonts	Substitute Fonts	
Light *Light Italic* Regular *Italic*	Franklin Gothic Regular ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!.,	*Franklin Gothic Italic* *ABCDEFGHIJKLMNOPQR* *STUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890?!.,*
Medium *Medium Italic* Semibold *Semibold Italic*	Franklin Gothic Medium AaBbCc123	*Franklin Gothic Medium Italic* *AaBbCc123*
Bold *Bold Italic* Black *Black Italic*	Franklin Gothic Demi AaBbCc123 Franklin Gothic Heavy AaBbCc123	*Franklin Gothic Demi Italic* *AaBbCc123* *Franklin Gothic Heavy Italic* *AaBbCc123*

Grit Textures

Use this library of grit textures to add a sense of strength, movement, and depth to designs. Mastodons pave their own path, and these graphic elements invite our viewers into that narrative.
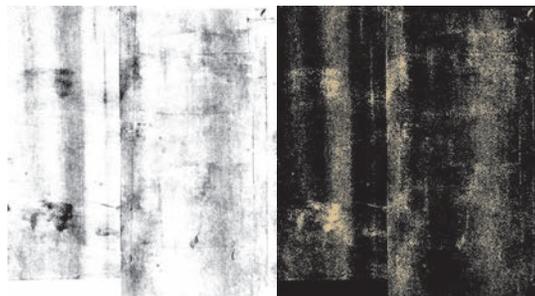

Boulder

Shale

Mineral

Rubble

Macadam